



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Butler, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	53.3%	Population		20,888	20,437
Modest Income Homes	16.0%	Households		8,478	8,413
Rooted Rural	12.7%	Families		5,813	5,663
Rustbelt Retirees	7.2%	Median Age		40.1	41.1
Southern Satellites	4.3%	Median Household Income		\$28,282	\$31,169

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	53	\$1,448.05	\$12,276,535
Men's	55	\$271.84	\$2,304,653
Women's	51	\$489.60	\$4,150,798
Children's	61	\$268.08	\$2,272,822
Footwear	47	\$241.10	\$2,044,039
Watches & Jewelry	48	\$95.74	\$811,648
Apparel Products and Services ¹	55	\$81.69	\$692,575
Computer			
Computers and Hardware for Home Use	53	\$116.77	\$989,976
Software and Accessories for Home Use	50	\$14.91	\$126,424
Entertainment & Recreation	61	\$2,103.86	\$17,836,490
Fees and Admissions	46	\$281.19	\$2,383,945
Membership Fees for Clubs ²	48	\$75.79	\$642,513
Fees for Participant Sports, excl. Trips	49	\$55.12	\$467,293
Admission to Movie/Theatre/Opera/Ballet	44	\$65.64	\$556,462
Admission to Sporting Events, excl. Trips	49	\$28.39	\$240,669
Fees for Recreational Lessons	43	\$56.26	\$477,008
TV/Video/Sound Equipment	62	\$725.30	\$6,149,114
Community Antenna or Cable Television	68	\$451.79	\$3,830,269
Color Televisions	54	\$74.36	\$630,389
VCRs, Video Cameras, and DVD Players	61	\$23.56	\$199,749
Video Cassettes and DVDs	61	\$36.97	\$313,404
Video Game Hardware and Software	60	\$19.69	\$166,923
Satellite Dishes	61	\$0.94	\$7,944
Rental of Video Cassettes and DVDs	58	\$34.89	\$295,814
Sound Equipment ³	50	\$79.76	\$676,207
Rental and Repair of TV/Sound Equipment	58	\$3.35	\$28,415
Pets	72	\$318.04	\$2,696,380
Toys and Games	63	\$115.18	\$976,509
Recreational Vehicles and Fees ⁴	73	\$331.47	\$2,810,170
Sports/Recreation/Exercise Equipment ⁵	59	\$135.25	\$1,146,640
Photo Equipment and Supplies ⁶	58	\$78.90	\$668,937
Reading ⁷	56	\$118.52	\$1,004,795
Food	64	\$5,380.18	\$45,613,155
Food at Home	66	\$3,327.22	\$28,208,207
Bakery and Cereal Products	66	\$476.47	\$4,039,542
Meat, Poultry, Fish, and Eggs	68	\$899.52	\$7,626,112
Dairy Products	66	\$361.65	\$3,066,089
Fruit and Vegetables	62	\$539.55	\$4,574,290
Snacks and Other Food at Home ⁸	67	\$1,050.03	\$8,902,174
Food Away from Home	61	\$2,052.95	\$17,404,948
Alcoholic Beverages	54	\$336.64	\$2,854,043
Nonalcoholic Beverages at Home	70	\$302.79	\$2,567,041



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	34	\$511.03	\$4,332,553
Vehicle Loans	73	\$4,502.55	\$38,172,621
Health			
Nonprescription Drugs	71	\$86.66	\$734,676
Prescription Drugs	86	\$494.90	\$4,195,770
Eyeglasses and Contact Lenses	65	\$53.82	\$456,311
Home			
Mortgage Payment and Basics ⁹	52	\$4,519.49	\$38,316,270
Maintenance and Remodeling Services	54	\$1,058.26	\$8,971,960
Maintenance and Remodeling Materials ¹⁰	71	\$265.37	\$2,249,836
Utilities, Fuel, and Public Services	69	\$3,011.03	\$25,527,503
Household Furnishings and Equipment			
Household Textiles ¹¹	56	\$77.73	\$659,023
Furniture	53	\$338.10	\$2,866,381
Floor Coverings	48	\$43.73	\$370,760
Major Appliances ¹²	66	\$195.10	\$1,654,065
Housewares ¹³	57	\$59.85	\$507,403
Small Appliances	64	\$23.69	\$200,845
Luggage	45	\$4.63	\$39,248
Telephones and Accessories	57	\$27.13	\$230,025
Household Operations			
Child Care	45	\$187.55	\$1,590,055
Lawn and Garden ¹⁴	76	\$339.18	\$2,875,533
Moving/Storage/Freight Express	52	\$27.97	\$237,121
Housekeeping Supplies ¹⁵	67	\$519.09	\$4,400,853
Insurance			
Owners and Renters Insurance	71	\$338.70	\$2,871,540
Vehicle Insurance	65	\$957.41	\$8,116,909
Life/Other Insurance	68	\$435.47	\$3,691,934
Health Insurance	74	\$1,456.27	\$12,346,246
Personal Care Products ¹⁶	63	\$297.37	\$2,521,088
School Books and Supplies ¹⁷	54	\$65.53	\$555,588
Smoking Products	81	\$392.07	\$3,323,959
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	72	\$4,136.37	\$35,068,109
Gasoline and Motor Oil	74	\$1,497.24	\$12,693,578
Vehicle Maintenance and Repairs	63	\$667.60	\$5,659,891
Travel			
Airline Fares	45	\$185.17	\$1,569,881
Lodging on Trips	54	\$220.50	\$1,869,410
Auto/Truck/Van Rental on Trips	42	\$18.13	\$153,729
Food and Drink on Trips	55	\$259.51	\$2,200,141

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.